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Our Reference: SRQ-100-A

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Raphael M. Segler
Serial Number:	09/870,364
Filing Date:	May 30, 2001
Examiner/Art Group Unit:	Unknown/3624
Title:	NON-PAY CUSTOMER RETENTION PROGRAM

CERTIFICATE OF MAILING AND TRANSMITTAL LETTER

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**RECEIVED**  
MAY 18 2004  
**GROUP 3600**

Sir:

Transmitted with this document is a Postcard; Petition to Make Special; Detailed Discussion of the References; Supplemental Information Disclosure Statement including Form PTO-1449 and the cited references; and a check in the amount of \$130.00 to cover the Petition fee in the above-identified application.

X A check in the amount of \$130.00 is attached.

X Please charge any deficiency or credit any excess in the enclosed fees to Deposit Account Number 25-0115.

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on May 11, 2004.

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DETAILED DESCRIPTION OF REFERENCES

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Sir:

U.S. Patent Application Publication US 2004/0073520 discloses a method for managing customer loss using customer groups in which customers are first grouped using a predetermined category definition and then segmented based on common consumer characteristics. The techniques categorize customers based on a likelihood of being lost and segmenting customers with a higher likelihood of being lost into smaller, more homogeneous groups.

U.S. Patent Application Publication US 2004/0039593 discloses a method of managing customer loss using customer value by determining the most valuable customers that have a high likelihood of being lost. The value of the customer is based on the contribution of the customer to profit generated by the business enterprise.

U.S. Patent Application Publication US 2002/0198782 discloses a system and method for reducing customer turnover by applying an incentive on a month, ongoing basis as a reward for loyalty.

However, it is submitted that the references fail to teach or suggest the features of Applicant's invention set forth in the claims.

Respectfully submitted,

YOUNG, BASILE, HANLON, MacFARLANE, WOOD &  
HELMHOLDT, P.C.

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